

FRAGRANCE AND PERSONAL CARE

La Mer pairs with Pinterest for summer skincare exclusives

July 20, 2016



Promotional image for La Mer's Made for Pinterest effort

By JEN KING

Estee Lauder Cos.' Crme de la Mer is digitally recreating the word-of-mouth phenomenon that made its products cult favorites through a co-branded campaign.

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La Mer's success has been built on verbal recommendations since its start, and social media has assisted in continuing the tradition, with consumers often turning to digital platforms to peer review products. The social inspiration board application Pinterest has emerged as the ideal platform for sharing favorite products and discovering new ones and has been recently outfitted with ecommerce capabilities.

"La Mer is a cult favorite and we already see users on Pinterest saving La Mer products to their own personal boards titled 'Products I Want' or 'Products I love' and creating/re-pinning content about La Mer application tips and tricks," said Kelly McDonnell, director, global social & digital marketing for [La Mer](#).

"This shows their advocacy and aspiration toward the brand," she said. "When a user pins an image to their public board they're doing so knowing their followers will see it, so this action alone is recreating the word-of-mouth La Mer is founded on."

La Mer loves Pinterest

Building off its word-of-mouth similarities, La Mer has launched its first co-branded campaign with Pinterest. La Mer has been active on Pinterest, where it has shared its skincare knowledge and curated content specific to its brand and product lines, since 2015.

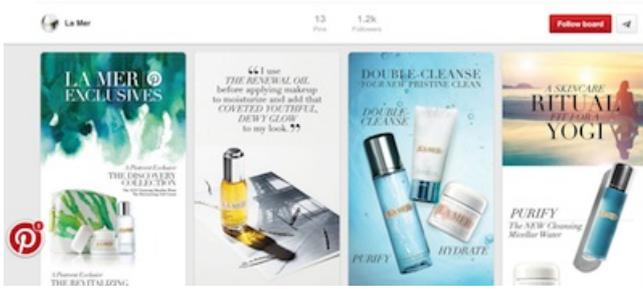
La Mer saw its partnership with Pinterest as a natural next step to continue to inspire its audience of discerning consumers.

The skincare brand's "Made for Pinterest" effort is exclusive to the platform and gives consumers access to three curated sets unavailable elsewhere. Each of the sets highlights skincare trends, with one concentrating on summer skin, a second on the double cleansing method and lastly on a travel beauty routine.

La Mer's sets and the products featured within are highlighted on a dedicated board titled "La Mer loves Pinterest." Here, consumers can learn more about La Mer's coveted products, view how-tos and access links that redirect to the skincare brand's Web site for purchasing.

La Mer loves Pinterest

Discover three new La Mer Collections of skincare sets available exclusively on Pinterest. Each set features the NEW Cleansing Micellar Water with perfectly paired products for summer skincare regimens, rituals, trends and travel. #LaMerLovesPinterest <http://lamer.co/29e0mD>



The La Mer loves Pinterest board

Summer skincare was selected as the partnership's main objective after Pinterest statistics showed that skincare-related searches and pins, especially looks that tout natural beauty, rise during the summer months.

While the effort itself was inspired by real pinners, La Mer is also using the co-branded campaign to launch its latest product, the Cleansing Micellar Water, a French beauty staple.

Each of the curated sets include a travel-sized bottle of the micellar water cleanser in addition to other best-sellers from La Mer.



Promotional image for La Mer's Cleansing Micellar Water

La Mer's Discovery Collection includes Moisturizing Soft Crme; the Revitalizing Collection is filled with Cleansing Foam and Crme de la Mer and the Renewal Collection has the Renewal Oil and Crme de la Mer.

Prices are accessible, keeping aspirational and young consumers in mind, at \$50, \$70 and \$95, respectively.

When purchased, the Made for Pinterest sets arrive in a co-branded Pinterest box. Inside consumers will find the set, an "Introduction to La Mer" pamphlet and Pinterest stickers.

LA MER | P EXCLUSIVES

A Pinterest Exclusive
**THE DISCOVERY
COLLECTION**

The *NEW* Cleansing Micellar Water
The Moisturizing Soft Cream



A Pinterest Exclusive
**THE REVITALIZING
COLLECTION**

The *NEW* Cleansing Micellar Water
The Cleansing Foam
Crème de la Mer



A Pinterest Exclusive
**THE RENEWAL
COLLECTION**

The *NEW* Cleansing Micellar Water
The Renewal Oil
Crème de la Mer



La Mer's exclusive sets as seen on Pinterest

"The three La Mer sets were created to introduce the brand to a younger, beauty-savvy consumer via a social channel

that is driven by beauty inspiration and trends," Ms. McDonnell said.

"Through research we know that younger generations enjoy fun packaging and want innovative and effective beauty products," she said.

Cult communications

In addition to its embrace of Pinterest, La Mer has staged other efforts on social platforms frequented by younger consumers as it continues to cull a new generation.

For example, La Mer turned to Facebook Live to decode summer beauty with one of its newly appointed brand ambassadors, Patrick Ta.

Mr. Ta, a self-taught beauty expert discovered on Instagram, along with Hollywood veteran Kayleen McAdams and Parisian makeup artist Violette, were chosen as La Mer's first official brand ambassadors. Currently, La Mer only offers high-end skincare products, but a beauty line is on the way, hence linking with three beauty gurus ahead of the fall collection launch ([see story](#)).

Likewise, La Mer introduced its consumers to the #ArtOfPlay.

The brand pushed its Renewal Oil both organically and via paid advertising on Instagram, leveraging user-generated content along the way. Instagram's young audience makes it an ideal platform to reach new consumers, while user-generated content will help those prospects understand they are buying into more than marketing.

La Mer ran a carousel ad promoting the Renewal Oil "beloved by beauty editors and devotees the world over." Curious consumers who clicked through to the brand's Instagram page discovered several more photos advertising the product using #LaMerArtOfPlay ([see story](#)).

"Of all social platforms, we identify that Pinterest is where our core target consumers are in the United States (female, passion for beauty with a high household income) and they are seeking inspiration for a beauty purchase and turn to Pinterest to fulfill that need," Ms. McDonnell said.

"Through research and insights from Pinterest, we're told users are further down the funnel of purchase consideration," she said. "This is a great opportunity to offer products from the source and to ensure they've discovered it through their own journey on Pinterest.

"As a content platform, it's also an opportunity for us to tell a broader story about lifestyle with our products. We do this through editorial pins that feature the product and give insight and inspiration on how to use them, why to love them and what makes it special reinforcing and encouraging the purchase decision."